

Application No. 10/047,666
Amendment Dated: September 16, 2004
Reply to Office Action of April 22, 2004

REMARKS/ARGUMENTS

Dear Sirs:

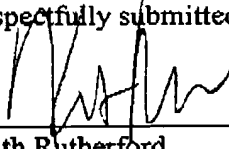
The Examiner rejected all pending claims, 1-27, under 35 U.S.C. § 102 in light of Edlund et al. Applicants respectfully traverse the rejection. The portions of Edlund cited by the Examiner adjust ranking based on two factors, the first being click popularity and the second being document recency. The Examiner equated that to the enhanced popularity ranking of the pending claims. The pending claims do not consider the recency of the document or content that is located, but rather depend on the recency of the clicks that are being counted for click popularity. In other words, if a posting from ten years ago becomes very popular due to recent events, the fact that it has received a high number of clicks recently will be weighed more heavily under the pending claims, thereby increasing its ranking in the search results. The implication of the document recency component of the Edlund reference is that because the found document is ten years old, its ranking will be lowered based on the fact that the content is old.

Therefore, the cited portions of Edlund appear to be directed to a completely different factor, document recency, to enhance the popularity ranking than the factor of determining how recent the actually measured clicks were for a given document. Therefore, Applicants respectfully request reconsideration of the Examiner's rejection based on the cited portions of Edlund et. al.

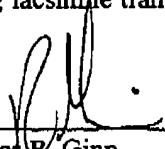
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A Petition for Extension of time is attached herewith. If additional fees are required the Examiner is authorized to deduct any such fees from Deposit Account No. 501922 referencing Atty. Docket No. 101-0005US.

9/20/04
Date

Respectfully submitted,

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CERTIFICATE OF FACSIMILE TRANSMISSION	
I hereby certify that this paper is being facsimile transmitted to the Patent Office at 703/872-9306 on the date below.	
September 20, 2004 Date	 Rebecca R. Ginn

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